

## WHAT IS CLAIMED IS:

1. A liquid crystal display device, comprising:

a liquid crystal panel in which a liquid crystal layer is interposed between opposing substrates;

a polarizer provided on one side of the liquid crystal panel;

and

a reflection-polarizing plate provided on the other side of the liquid crystal panel to reflect a polarization component polarized in a specific direction while other polarization components are transmitted,

wherein the reflection axis of the reflection-polarizing plate is set in the same direction as one of: a polarization direction of light that exits the liquid crystal panel after a polarization direction of the light is changed in the liquid crystal layer; and a polarization direction of light that exits the liquid crystal panel without being changed in polarization direction in the liquid crystal layer.

2. A liquid crystal display device according to claim 1, further comprising a light-shielding object provided outside the reflection-polarizing plate, wherein the light-shielding object blocks light that enters into the liquid crystal panel from the reflection-polarizing plate.

3. A liquid crystal display device according to claim 1, further comprising a second polarizer having an absorption axis that is

in the same direction as the reflection axis of the reflection-polarizing plate, outside the reflection-polarizing plate.

4. A liquid crystal display device according to claim 1, further comprising a diffusion layer between the liquid crystal panel and the reflection-polarizing plate.

5. A liquid crystal display device according to claim 1, wherein a directive diffusion layer for scattering light that enters at an angle within a specific angle range while transmitting light that enters at an angle outside the specific angle range is interposed between the liquid crystal panel and the reflection-polarizing plate.

6. A liquid crystal display device according to claim 5, wherein light scattered by the directive diffusion layer has directivity in a specific direction.

7. A liquid crystal display device according to claim 1, wherein a front light type light unit for irradiating the liquid crystal panel with light from the polarizer side is provided outside the polarizer.

8. A liquid crystal display device according to claim 1, further comprising a driver circuit for supplying the liquid crystal panel with a signal to be applied to the display panel after the signal is subjected to conversion processing in accordance with from which side of the polarizer side and the reflection-polarizing plate side the liquid crystal panel is to be viewed.